



Foreign Agricultural Service

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## Japan

### Agricultural Situation

### This Week in Japan

## 2001

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**Report Highlights: ATO/Tokyo Taps into the Shizuoka Market; MAFF to Evaluate Samples of Nursery Growing Media from the Pacific Northwest; Japan-China Trade Friction Continues Following Agriculture Safeguard Measures; Ordinary Minimum Access Rice Tender Announced.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo ATO [JA2], JA



## *This Week in Japan*

*An Update of Major News and Events from the Largest U.S. Agricultural Export Market*

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**i ATO/Tokyo Taps into the Shizuoka Market:** On July 10, ATO Tokyo held its first American food showcase in Shizuoka City, a well known test market for new products in Japan with a population of more than 460,000 and the urban center of a larger 3.5 million consumer region southwest of Tokyo. Twenty-five U.S. food agents and cooperators participated in the one-day showcase which was attended by over 140 regional retail and food service buyers. Visitor traffic was constant during the event and generated a number of good trade contacts for the U.S. participants. While final sales figures are not yet available, results reported so far include an expected \$800,000 increase in annual sales for U.S. potato and corn snack foods. (ATO/Tokyo)

**i MAFF to Evaluate Samples of Nursery Growing Media from the Pacific Northwest:** As part of an ongoing MAP Nursery Export project co-managed by the Oregon and Washington Departments of Agriculture, samples of growing media will be submitted to Japan's Agriculture Ministry (MAFF) officials for evaluation in late July 2001. During meetings in Tokyo last February between MAFF and state officials, APHIS Tokyo and ATO/Osaka, a proposal was made to MAFF to address rejections of plant materials grown in non-soil media and to clarify MAFF phytosanitary regulations and inspection procedures. The U.S. side hopes this continuing dialogue with MAFF will pave the way for the establishment of a pre-certification protocol for plant materials exported from the Pacific Northwest to Japan. (ATO/Osaka)

**i Japan-China Trade Friction Continues Following Agriculture Safeguard Measures:** According to media reports over the last week, no end appears in sight to the trade friction between Japan and China which flared-up when Japan imposed import restrictions on Chinese farm products in May of this year. China recently retaliated with higher tariffs on Japanese-made automobiles, mobile phones and air conditioners. The 200-day safeguards on Chinese *igusa* rushes, *shiitake* mushrooms and green onions expire in November 2001; Japan's Ministry of Agriculture is reportedly considering full-scale safeguards that could last up to four years. (AgAffairs Tokyo)

**i Ordinary Minimum Access Rice Tender Announced:** On July 5<sup>th</sup>, the Food Agency of the Japanese Ministry of Agriculture, Forestry and Fisheries announced that it will hold the 2<sup>nd</sup> Ordinary Minimum Access rice tender on July 19<sup>th</sup> for Japan Fiscal Year 2001 (April 2001 - March 2002). The quantity to be tendered, 5,277 metric tons, will be comprised of 5,000 metric tons of Thai rice and 277 metric tons of U.S. broken rice for the production of rice-based liquor (*Awamori*) in Okinawa. (AgAffairs Tokyo)

**i Upcoming Events:** July 19 California Walnut Contest; July 17-19 3<sup>rd</sup> Japan International Seafood Show; July 18 American Seafood Trade Reception.